

**Wasatch North Regional Council
Workforce Development Roundtable Meeting
Thursday, April 3, 2008
1 - 3 p.m., Davis Applied Technology College**

1. Welcome

Brent Petersen, Vice President of Operations at the Davis Applied Technology College, called the meeting to order. All Council members, Department of Workforce Services, education, and manufacturing industry representatives were welcomed to the meeting. All attendees personally introduced themselves.

2. Purpose of Roundtable Meeting

- a. Major Manufacturing Initiatives already underway/ideas collected by sub-groups:
 - 1. Market to College drop-outs, how?
 - 2. What is the target market? High school students, parents, underemployed? (Add to marketing plan)
 - 3. Find revenue source to educate target market
 - 4. USOE Pathways
 - 5. Needs to enhance “beyond high school training”, not just 4 year degree
 - 6. Website campaign
 - 7. Recruiting campaign – WEDC invested \$100,000 on model and would like to transition into local program. Employers need people today. New website: www.foundwork.com

3. Current Initiatives

Generated by DATC, OWATC, Weber EDC, and Chamber’s Workforce Development Committee:

a. Gear Up Career Fair

- 1. Developed to create awareness regarding the manufacturing industry. 9th-12th graders will be invited to tour 2 facilities in the Ogden and Salt Lake areas to gain information in the manufacturing field, as well as experience hands-on activities with over 40 different booths at the Davis Event Center. The event will be held on September 30th and October 1st.
- 2. The districts will provide the busing and selection of students. These students will be targeted by SEOP Career goals, students enrolled in Project Lead the Way and other manufacturing classes.
- 3. Parents will be targeted through “leave behind career magazines” and parent packets provided by the State Office of Education

4. Teachers and Counselors will be targeted with information packets informing them of the demand for manufacturing and the many job opportunities
5. Work Based Learning coordinators will be provided with the many apprenticeship and internship opportunities
6. Students will be targeted through caliper activities (students will be given 5 items to measure and the fastest time to measure all 5 items correctly will win a prize) in classrooms and assembly presentations to create awareness and interest
7. A website (www.gearuputah.com) is being developed to provide USOE Career Pathways for manufacturing for parents, students, counselors, teachers and work-based learning coordinators to visit on a steady basis.

a. Workforce Development Press Conference

- a. Develop White Paper
 - i. Machinist & Marketing Group
 - ii. \$40,000 Budget
 - iii. WEDC is the lead
- b. Goals:
 - i. Marketing
 - ii. Raise Awareness
 - iii. Average \$1,000/month more vs. other careers
 - iv. Problem – youth not interested
 - v. Remove Barriers to Education
 - vi. Educate Legislators
- c. Governor: asked to create taskforce within office of Economic Development to write a strategic plan for developing the technically-skilled workforce. Plan will include: 1) Marketing plan to generate interest in highly skilled technical occupations; 2) Mechanism for coordinating workforce development efforts between organizations that are working independently
- d. Legislature: Fund the initiatives the taskforce recommends
- e. Education: Board of Education – new laws, new general requirements, reverse the trend of eliminating the technical track.
- f. Employers: Be relentless in communicating workforce problems
- g. Media: Continue getting the word out
- h. Developed website: www.foundwork.com to educate Western U.S. citizens on the demand for manufacturing in Utah

b. Summer Scholarships for HS Graduates

- c. **Workforce Development Dinner** May 20th to support workforce development – economist Dr. Kelly Matthews
- d. **Awareness** – parents, underemployed adults, 2 yr. high school graduates, new technology (automation) – *need money & resources to develop marketing plan*

4. **Sub-committee Initiatives**

- **Education Committee:** Did not have time to report on subcommittee initiative. Need to continue efforts and report progress next meeting. Goal is to give credit to ATC Classes. Lobby legislators to increase CTE electives available to High School students, instead of increasing general elective credits.
- **Industry Committee:** Did not have time to report on subcommittee initiative. Need to continue efforts and report progress next meeting.

5. **Community Resource/Roles Matrix**

- a. Develop matrix/inventory of community organizations, subcommittees and resources:
 1. Draft needs detail
 - Get from individual companies and organizations what resources they have available
 - Weber County concept – pull together resources from employers, businesses, government organizations, to share dollars, capital and man hours.

Action Item: Brent asked Rhonda to email the matrix draft to Susan. Susan will email out to everyone on invitation list.

6. **Workforce Development Strategic Plan Discussion**

- a. Mobilize small task force to contact Governor's office to request that GOED lead the creation of a strategic plan that will guide workforce development initiatives. Following will be invited to the group:
 1. UMA – Tom Bingham
 2. DWS – Mike Richardson, legislative liaison
 3. Davis Economic Development Committee Representative
 4. Steve Petersen, HAFB
 5. Jim Sutton, Ron Cesena – ATK
 6. Davis Chamber of Commerce – John Pitt
 7. Dave Hardman
 8. Nolan Karras
 9. State School Board – Mary Shumway
 10. Rob Bishop
 11. LDS Employment Resources – General Authority
 12. Kent – DEC
 13. Ron – WEDC
 14. PTA
 15. Key Employers

Action Item: Draft letter with 20 signatures and add so that when group talks to governor they can have letter of support of manufacturers within Northern Utah

7. **DWS Wasatch North Regional Council Purpose**

- a. **Action Item:** The DWS executive committee needs to take the primary role to setup the initial meeting of the taskforce to develop the draft letter and to setup the initial meeting with the Governor's Office. Once the task force is in place the executive committee will delegate out specific action items to each member of the Regional Council.

8. **Adjourn**